



CITY OF
ST. CATHARINES

Corporate Report

Report from Economic Development and Customer Service, Economic Development and Tourism

Date of Report: July 30, 2013

Date of Meeting: August 12, 2013

Report Number: EDCS-237-2013

File: 68.46.99

Subject: Selection of Lead Generation Consultant

Recommendation

That Council approve the selection of PSD Global Inc. as the consulting firm to provide digital interactive media lead generation consulting services in accordance with their proposal dated June 26, 2013, for a proposed price of \$25,000, excluding HST; and

That the City Solicitor be directed to prepare the necessary by-law and agreement; and

That the Clerk be directed to make the necessary notifications. FORTHWITH

Summary

In April of 2013, City Council approved entering into a Funding Agreement with the Department of Foreign Affairs and International Trade (DFAIT) Invest Canada Communities Initiative for a grant to engage a consulting firm that will assist staff in our efforts to identify and develop business opportunities that will engage and target development and investment interest around the Generator-at-One facility in downtown St. Catharines. Subsequently, a Request for Proposal was issued and posted on the City's website. A total of two proposals were received, and each proponent was scored using set evaluation criteria. PSD Global Inc. was chosen as the successful proponent.

Background

While the digital interactive media economy is growing locally, the potential to have a wider impact in the digital media field and to attract a larger share of small to medium-sized industries and investment to St. Catharines / Niagara has not been fully exploited. A continued Lead Generation Exercise is required focusing awareness on the community's unique state-of-the-industry assets and potential for business development within the sector, particularly the Generator at One production facility, the centerpiece of nGen's diverse digital technology infrastructure. More domestic and international investment is required to expand and sustain a base of economic activity around the sector. More international business to business contacts, many already established as a result of earlier ICCI investment in St. Catharines / Niagara's digital media sector, must be expanded and turned into solid business ventures.

Report

In accordance with the City's Procurement Policy for retaining consultants, a Request for Proposal was issued and posted on the City's website. A total of two proposals were received and each proponent was scored using the following evaluation criteria:

- Understanding of the project's objectives and goals
- Appropriateness of project methodology, approach and work plan
- Demonstrated ability of the consulting team to undertake a project of this nature
- Relevant experience and qualifications of the project team, including experience related to municipalities, interactive digital media industry
- Proven ability to meet time lines and budgets on past comparable projects
- Calendar for completion of the project within the timeframe provided
- Budget

After a preliminary review of qualifications by a selection team made up of City of St. Catharines Economic Development staff, Niagara Region Economic Development staff and the Generator at One staff, the following submissions were scored and weighted in accordance with the evaluation criteria set out above:

- PSD Global Inc. \$25,000 + HST
- Global Interactive Consultants \$22,100 +HST

PSD Global is recommended as the strongest candidate of the two submissions. This firm will best support the development of their plan for lead generation through their extensive expertise and significant resources. Their background in lead generation activity as their core service provision and relationships with existing interactive digital media firms on the Eastern seaboard and Central United States makes them the ideal candidate to take on this project cost shared by DFAIT, City of St. Catharines, Niagara Economic Development and Innovate Niagara's Generator at One.

Financial Implications

Half of the project budget is being covered through DFAIT's Invest in Canadian Communities Initiative (\$12,500); the remaining balance will be accommodated by the local project partners - City of St. Catharines (contribution can be accommodated in the 2013 budget), Niagara Region Economic Development and Innovate Niagara's Generator at One.

Notification

It is in order to notify Patrick Dine, CEO, PSD Global Inc., 4031 University Drive, Suite 200, Fairfax VA, USA, 22030.

Submitted by: Brian York, Manager

Prepared by: Marco Marino, Economic Development Officer

Approved by: David Oakes, Director